

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – Outdoor and Branding advertisements at Rajiv Gandhi International Airport by M/s. Laqshya, Media Pvt., Ltd, Mumbai – Release an amount of Rs.28,00,000/- (Rupees Twenty Eight Lakhs only) for the period of 1st month (i.e., 01-02-2014 to 28-02-2014) – Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 216

Dated:05-03-2014

Read the following:

1. From Sri. G.C. Shekhar Rao, Regional Manager – Sales, M/s. Laqshya Media Pvt. Ltd., Hyderabad, Dt:06-01-2014.
2. Govt.Lr.No.2503/PRO/PMU/2013, of YAT & C (PMU) Department, Dt.20-01-2014.
3. Invoice No.LO/HYD/1210/2013-2014, from M/s. Laqshya, Media Pvt., Ltd, Mumbai, Dt.24-02-2014.

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ORDER:

In the letter 1st read above, Sri. G.C. Shekhar Rao, Regional Manager – Sales, M/s. Laqshya Media Pvt. Ltd., Mumbai, requested for an extension of the existing promotional campaign at RGI Airports, Hyderabad, it affords a connectivity which remains with the passenger bringing about the desired perceptual or behavioral change that the brand communication aims at Rajiv Gandhi International Airport.

2. Accordingly, Government have issued work order in letter 2nd read above to take up Airport Medium of promotion at Rajiv Gandhi International Airport for a period of 2 months from 01-02-2014 to 31-03-2014 at the rate of Rs.28,00,000/- per month amounting to Rs.56,00,000/- (Rupees Fifty Six Lakhs only) including taxes.

3. In the reference 3rd read above, M/s. Laqshya Media Pvt. Ltd., Mumbai, has submitted bill for an amount of Rs.28,00,000/- (Rupees Twenty Eight Lakhs only) for the period of 1st month (i.e., 01-02-2014 to 28-02-2014) and requested the Government to release the payment.

4. Government after careful examination of the matter, hereby sanction an amount of Rs.56,00,000/- (Rupees Fifty Six Lakhs only) and release an amount of Rs.28,00,000/- (Rupees Twenty Eight Lakhs only) for the period of 1st month (i.e., 01-02-2014 to 28-02-2014), as part payment to M/s. Laqshya, Media Pvt., Ltd, Mumbai for AP Tourism Promotional towards Outdoor and Branding advertisements at Rajiv Gandhi International Airport for 2 months . Balance amount will be paid in due course.

5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodations & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - (13) Advertisement for Promotion of Tourism – 260 – Advertisement, Sales and Publicity - Expenses”

(P.T.O)

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6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, in favour of M/s. Laqshya, Media Pvt., Ltd, Mumbai, through on line. The details of Bank account is as follows:-

Account Name	:Laqshya Media Pvt., Ltd
Account No	:004010203161782
Name of the Bank	:Axis BANK Ltd,
RTGS	:UTIB00000004
IFSC Code	

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

M/s. Laqshya, Media Pvt., Ltd, Mumbai.
The Assistant Secretary to Government & D.D.O, YAT & C (PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.
Copy to:
The YAT & C (PMU - Claims) Department.
SF/SCs.

//Forwarded:: By Order//

SECTION OFFICER